Navy Localized Messages
NRD Jacksonville

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Global Force for Good Key Messages

The below messages are the overall Global Force for Good key messages that you are referencing when talking to recruits

America's Navy is a global force for good…and good can take many forms:

- Bombs on terrorist hide outs
- Bullets to protect innocent civilians against extremists
- Bottles of water to those in need after an earthquake
- Bachelor's degree (advanced training and education)

We protect and defend freedom around the world, and we also offer great opportunities for a great career.

And, remember…. our CNO's tenets:

Warfighting first, operate forward, be ready

All good things take GREAT people

70-80-90-100 Key Messages

You are also using the 70-80-90-100 messages more frequently in your talking points, in media interviews and when speaking to potential recruits

Sailors serve:

- From the sea…**on the land**
- In ships…**on the water**
- In submarines…**under the water**
- In planes and helicopters…**over the water**

70 – percent of the Earth's surface is covered by water
80 – percent of the world's people live near the ocean
90 – percent of all international trade travels by the sea
100 – America's Navy is ALWAYS 100 percent on watch

Our mission is to meet America's threats far away, so those threats cannot harm us here.

Recruiting Key Messages

We have helped you localize the below messages to help you communicate the strength of the Navy across NRD Jacksonville

Key Message 1: Forging leaders

- The Navy is more than just a top 50 employer – we forge leaders, allowing regular people to do spectacular things that will shape their future.

Key Message 2: Preparing you for lifelong success

- The Navy not only offers a greater diversity of career choices than any other branch of the services, but it also allows you to achieve educational opportunities before, during or after your Navy career, preparing you for lifelong success.

Key Message 3: Making a difference

- The Navy takes you beyond the books to a world of experiences that make a difference to your country and to the world.

Key Message 4: Recruiting a Sailor, Retaining a Family

- The Navy recognizes the demands you face as a Sailor and provides timely and effective family support programs ensuring the welfare of your family - enabling you to serve and excel.

Localized Recruiting Key Messages

Key Message 1: Forging leaders

- The Navy is a far-reaching force and it has strength in Florida, with 32,000 Sailors, Officers and civilians stationed here, serving their country and doing spectacular things. (*This is an example for the entire NRD – you would tailor this for each state in your NRD and provide the number of Sailors, Officers and civilians stationed currently so that the public is aware of the Navy presence*)
- The Navy forges true leaders such as Lieutenant Junior Grade xx Driscoll who not only serves his country as a xx, but also contributes his time to his local community, as the Central Florida Blood Bank representative for the last two and a half years, coordinating donor sites. *(This is an example you can tailor per rank, per recruiting rating, per local humanitarian/service project)*
- The Navy is more than just a top 50 employer – it's a calling – where we forge leaders such as LCDR xx who recruits Medical Officers to go out there and use their experience and skills to serve their country – their patients. (*This is an example where you can swap the priority recruiting rating you want to profile – whether it be Medical, Dental, etc. You listed Officers as a recruiting priority so include a relevant example here*)
- We are proud that our Navy reflects the face of America and harnesses true diversity. In NRD Jacksonville, we employ xx* Hispanic, African American and Asian Pacific Islander Sailors and Officers. We need more diversity in our officer ranks. Within 10 years, the Navy's ranks will be one-third minority, and reach one half by 2050. (*You could only reference Officers instead of Sailors, or include one minority group over another, if you prefer*)

Localized Recruiting Key Messages

Key Message 2: Preparing you for lifelong success

- A world beyond everyday caring. More than 4,300 physicians, 1,200 dentists and 3,900 nurses provide world-class, hands-on care in the United States Navy serving those in need. We are always searching for the best and brightest, offering tuition assistance and recruiting from top universities such as Florida State University, University of North Florida and Savannah State University to join the military ranks. (*This is an example focusing on Medical and calling out a few universities in NRD Jacksonville– tailor this message to the schools you recruit from and give examples of the tuition rewards available*)
- As a member of the Navy Medical Corps, you may serve in some of the most dynamic environments imaginable while furthering your expertise among 30 specialty areas, and pursuing your true passion for helping others, thus becoming a part of the Navy's mission as a global force for good. We are searching for the best and brightest to be part of something far bigger than the community you serve, and are recruiting from top universities such as Florida State University, University of North Florida and Savannah State University. (*This is an example of showing the strength of the Medical Corps and making it relevant to your local NRD – tailor the universities you are recruiting from and add any recruiting bonuses you give to Medical Officers)*
- America's Navy offers hundreds of career opportunities in dozens of exciting fields. Whether you're seeking a position as a Navy Physician or a Dentist, you will find unrivaled training and opportunities with the chance to achieve your education before, during or after your Navy career. *(This is an example of profiling priority recruiting ratings in NRD Jacksonville)*

Localized Recruiting Key Messages

Key Message 3: Making a difference

- Many young men and women join the Navy to assist in humanitarian missions. These missions take place throughout the world. The Navy can deploy a floating hospital with doctors and dentists that can respond to any crisis worldwide. Here in Florida, we are interested in recruiting men and women to join us in this mission. *(When tailoring this message, include the area you are talking about)*
- Every day our Navy men and women in uniform across the globe play an important role in keeping the peace nationwide. And in Tallahassee, this weekend, our Sailors' mission was to show support for the community and help the fight against crime by participating in the yearly Police Night out. (*This is an example of tying the Global Force for Good message to what Sailors are doing locally – insert different examples that make sense relative to the events going on in your district)*
- Floridians, along with the rest of the American people have high expectations of the United States Navy, and the Navy consistently exceeds these expectations by providing the necessary tools and training for all Navy personnel to do their job. *(This is an example of localizing this message to make it relevant to the people of Florida, or the people of Georgia, etc.)*

Localized Recruiting Key Messages

Key Message 4: Recruiting a Sailor, Retaining a Family

- The United States Navy provides a support network of relevant services and links Navy families with these services through a variety of tools such as Fleet and Family Support Centers, social media – including Facebook, Twitter and NAVYForMoms.com and the Command Ombudsman program – a family's direct link to the command. For Navy families in Florida and Georgia, please reach out to your local Fleet and Family Support Center or network with fellow Navy moms and wives on NAVYForMoms.com *(When tailoring this message, include the specific region or area)*
- Thank you to our Navy families in Jacksonville. The Navy recognizes the demands you face as a Sailor and is committed to ensuring the welfare of your family (*When tailoring this message, include the specific region or area)*

Florida Data Points

- The United States is increasing U.S. exports in the coming years with aggressive goals, and with 95 percent of the world's consumers outside U.S. borders, increasing exports is an important way to spur the economy. The Navy plays a critical role in achieving these objectives.
- **15** of the Fortune 500 ranked companies are based in cities in Florida, with World Fuel Services ranked in the top 100 (ranked in revenues):
  - World Fuel Services, Publix Super Markets, Tech Data, Jabil Circuit, NextEra Energy, CSX, Office Depot, Darden Restaurants, WellCare Health Plans, Fidelity National Financial, Health Management Associates, Ryder System, Harris, Fidelity National Information Services.
- The Navy has a very visible presence in Florida, including assets such as the Mayport Naval Station and more than 32,000 Navy personnel employed, including active duty and civilian personnel. The importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, including Florida's export shipments of merchandise which totaled $66.2 billion in 2012.
- A total of 60,147 companies exported from Florida locations in 2011. Of those, 57,381 (95.4 percent) were small and medium-sized enterprises (SMEs), with fewer than 500 employees.
- SMEs generated over two-thirds (68 percent) of Florida's total exports of merchandise in 2011.

Florida Data Points

- Florida received $1,099,256 in federal funding through the Small Business Administration’s State Trade Export Promotion (STEP) grant program, designed to support local and state businesses’ efforts to overcome obstacles that stand in the way of accessing foreign markets.
  - The STEP grant will help Florida’s SMEs and the economy by conducting trade missions and trade shows in countries representing both emerging and developed markets, and by offering funding to cover the costs of trade show booths and Gold Keys
  - A program to develop Export Marketing Plans will arm new-to-export companies with the information they need to begin exporting. These programs have a combined goal of assisting 367 eligible companies and generating $74.3 million in actual and expected export sales over two years.
- Export-supported jobs linked to manufacturing account for an estimated 2.2 percent of Florida's total private-sector employment. Over one-sixth (18.3 percent) of all manufacturing workers in Florida depend on exports for their jobs (2011 data latest available).
- Top 10 contractors receiving the largest contract awards (fiscal year 2009) (in thousands):
  - Lockheed Martin Corporation - $1,360,588
  - Raytheon Company - $1,285,810
  - Northrop Grumman Corporation - $748,500
  - D R S Technologies, Inc. - $513,171
  - Hellfire Systems, LLC - $454,188
  - General Dynamics Corporation - $395,053
  - Jacobs Engineering Group Inc. - $302,593
  - Harris Corporation - $282,521
  - Honeywell International Inc. - $252,111
  - Hensel Phelps Construction Co. - $237,016

Florida Data Points

- The state's largest export market was Switzerland. Florida posted merchandise exports of $8.2 billion to Switzerland in 2012, 12.4 percent of the state’s total merchandise exports. Switzerland was followed by Venezuela ($5.1 billion), Brazil ($4.9 billion), Canada ($3.8 billion), and Colombia ($3.1 billion).
- Florida’s largest merchandise export category was computers and electronic products, which accounted for $14.5 billion of Florida's total merchandise exports in 2012. Other top merchandise exports were transportation equipment ($10.3 billion), primary metal manufactures ($8.5 billion), chemicals ($7.5 billion), and machinery ($6.7 billion).
- In 2012, the following metropolitan areas in Florida recorded merchandise exports: Miami-Fort Lauderdale-Pompano Beach ($47.9 billion), Tampa-St. Petersburg-Clearwater ($7.2 billion), Orlando-Kissimmee-Sanford ($3.9 billion), Jacksonville ($2.6 billion), Lakeland-Winter Haven ($1.9 billion), Pensacola-Ferry Pass-Brent ($1.1 billion), Palm Bay-Melbourne-Titusville ($982 million),North Port-Bradenton-Sarasota ($804 million), Cape Coral-Fort Myers ($510 million), and Gainesville ($349 million).

Florida Data Points

- Top Medical Schools
  - University of Florida* (#48 U.S. News Best Medical Schools: Research, #86, U.S. News Best Medical Schools: Primary Care, Gainesville, Florida)
  - University of Miami (#53 U.S. News Best Medical Schools: Research, #48, U.S. News Best Medical Schools: Primary Care, Coral Gables, Florida)
  - Florida State University* -- (Tallahassee, Florida)
  - Nova Southeastern University – (Fort Lauderdale, Florida)
- Top Engineering Schools
  - University of Florida* (#35, U.S. News Best Engineering Grad Schools, Gainesville, Florida)
  - University of Central Florida (#72, U.S. News Best Engineering Grad Schools, Orlando, Florida)
  - Florida A&M University* – Florida State University* (#102, U.S. News Best Engineering Grad Schools, Tallahassee, Florida)
  - University of South Florida* (#109, U.S. News Best Engineering Grad Schools, Tampa, Florida)
  - University of Miami (#121, U.S. News Best Engineering Grad Schools, Coral Gables, Florida)
  - Florida International University – (Miami, Florida)
  - Florida Atlantic University – (Boca Raton, Florida)
  - Florida Institute of Technology – (Melbourne, Florida)

*Indicates university with NROTC program

Florida Data Points

- Top Chaplain Schools
  - Saint Leo University – (Saint Leo, Florida)
  - Ave Maria University – (Ave Maria, Florida)
  - Florida Southern College – (Lakeland, Florida)
  - Palm Beach Atlantic University – West Palm Beach
  - Saint Thomas University – (Miami Gardens, Florida)

*Indicates university with NROTC program

Florida Data Points

- Six ships have borne the name USS *Florida* including:
  - The first USS *Florida* (1824-1831), was a tiny ship powered only by sails and served as a survey vessel along the southern coast of the United States including the Florida area. She was also known as a cutter and saw some revenue service. She was built from one of the three designs drawn in 1815 by William Doughty.
  - The second USS *Florida* (1861-1867), was a sidewheel steamer and began her career on 15 October 1861. She served as a Union blockading vessel outside of ports in South Carolina, Georgia and Florida until November 1862. She was instrumental in the capture of ten enemy merchant and naval vessels.
  - Steam frigate, the USS Florida, 1864-1883: This ship began her career near the end of the Civil War as the Wampanoag. Renamed Florida in 1869, she set records for speed, economy of fuel, and length of time steaming at high speed. Her top speed (16.758 mph) surprised many experts of the day. Unfortunately, she saw little active service because of design flaws: the superstructure prevented the guns from firing straight ahead and she took more time in turning than other warships. She served as a stores ship from 1874 until 1883.
  - The USS *Florida*, an Arkansas class monitor (BM-9) was commissioned 18 June 1903. This vessel, a coastal defense monitor, was the direct descendent of the Union ship Monitor. The USS *Florida* served as a coastal defense ship, later as a submarine tender, and as a naval training ship. In 1908 her name was changed to *Tallahassee* to free the state name for the battleship that soon would be launched.

Florida Data Points

- Continued…:
  - The USS *Florida*, a battleship (BB-30): The USS *Florida*, was a Florida class battleship and the lead ship of her class. She was commissioned on 15 September 1911. During World War I the *Florida* served with the British Grand Fleet and assisted in maneuvers against the German fleet and performed convoy duty through the remainder of the war. She served as escort to the *George Washington*, which President Woodrow Wilson embarked to France to promulgate the Treaty of Versailles officially ending the war. In the peacetime Navy the *Florida* was a training and exercise vessel. She was decommissioned in April 1931 in accordance with armament restrictions imposed by the London Naval Treaty and was scrapped in 1932.
  - The USS *Florida,* a Trident class submarine (SSBN-728) was commissioned on 18 June 1983. After twenty years of service as part of the U.S. nuclear deterrent force, the USS *Florida* underwent a three-year conversion to extend its service in a new fighting role. Its huge missile tubes, which formerly held nuclear-armed ballistic missiles, were altered to carry up to 154 conventionally armed Tomahawk cruise missiles. According to the Navy, "The new platform would also have the capability to carry and support more than 66 Navy SEALs and insert them clandestinely into potential conflict areas.“ The USS *Florida* returned to active service in May 2006. When not deployed at sea, the submarine is based at Kings Bay, Georgia.

Florida Data Points

- Florida is proud to be home to 21 Medal of Honor recipients that span from the Civil War to the Vietnam War:
  - Lieutenant Commander William Merrill Corry Jr., received a Medal of Honor for heroic service in attempting to rescue a fellow officer from a flame-enveloped airplane near Hartford, Connecticut. On 2 October 1920, an airplane in which Corry was a passenger in, crashed and burst into flames. He was thrown 30 feet clear of the plane and, though injured, rushed back to the burning machine and tried to release the pilot. In so doing he sustained serious burns, from which he died four days later.
  - Lieutenant Thomas Rolland Norris received a Medal of Honor for extraordinary heroism in action in the Republic of Vietnam from 10 - 13 April 1972, as a SEAL Advisor with the U.S. Military Assistance Command. Norris completed an unprecedented ground rescue of two downed pilots deep within heavily controlled enemy territory in Quang Tri Province. Norris led a five-man patrol through 2,000 meters of heavily controlled enemy territory, located one of the downed pilots at daybreak, and returned to the Forward Operating Base (FOB). After a mortar and rocket attack on the small FOB, Norris led a three-man team on two unsuccessful rescue attempts for the second pilot. Norris and one Vietnamese traveled throughout that night and found the injured pilot. Covering the pilot with bamboo and vegetation, they began the return journey, successfully evading a North Vietnamese patrol. Approaching the FOB, they came under heavy machinegun fire. Norris called in an air strike which provided suppression fire and a smoke screen, allowing the rescue party to reach the FOB. By his outstanding display of leadership, courage, and selfless dedication in the face of extreme danger, Lieutenant Norris embodied the finest traditions of the U.S. Naval Service.
  - Hospital Corpsman Third Class Robert R. Ingram received a Medal of Honor while serving as Corpsman with Company C, First Battalion, Seventh Marines, THIRD Marine Division (Reinforced, Fleet Marine Force, against elements of a North Vietnam Aggressor (NVA) battalion in Quang Ngai Province, Republic of Vietnam, on 28 March 1966.

Georgia Data Points

- The United States is increasing U.S. exports in the coming years with aggressive goals, and with 95 percent of the world's consumers outside U.S. borders, increasing exports is an important way to spur the economy. The Navy plays a critical role in achieving these objectives.
- **16** of the Fortune 500 ranked companies are based in cities in Georgia with Home Depot, United Parcel Service, Coca-Cola and Delta Air Lines ranked in the top 100 (ranked in revenues): Home Depot, United Parcel Service, Coca-Cola, Delta Air Lines, Aflac, Southern, Genuine Parts, SunTrust Banks, First Data, AGCO, Rock-Tenn, HD Supply, Coca-Cola Enterprises, Newell Rubbermaid, NCR, Mohawk Industries.
- The Navy has a presence in Georgia, including the SUBASE Kings Bay and 11,000 Navy personnel employed including active duty and civilian personnel. The importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, including Georgia's export shipments of merchandise which totaled $36.1 billion in 2012.
- A total of 14,662 companies exported from Georgia locations in 2011. Of those, 13,037 (88.9 percent) were small and medium-sized enterprises, with fewer than 500 employees. SMEs generated nearly one-third (31.7 percent) of Georgia's total exports of merchandise in 2011.

Georgia Data Points

- Georgia received $831,349 in federal funding through the Small Business Administration's State Trade Export Promotion (STEP) grant program, designed to support local and state businesses' efforts to overcome obstacles that stand in the way of accessing foreign markets.
  - As part of the Georgia Reaching Out Worldwide (G.R.O.W.) program, the Georgia Department of Economic Development (GDEcD) will offer exhibit space at selected targeted trade shows throughout the world to eligible small business concerns (ESBCs) at substantially reduced rates.
  - GDEcD will also lead a number of trade missions of Georgia companies to a variety of countries, assisting approximately 70 ESBCs with these outbound foreign trade activities, and anticipating $2,245,000 in total projected sales.
  - GDEcD will also bring international buyers, manufacturers, and country-specific trade experts for one-on-one meetings with ESBCs as part of the "G.R.O.W. Regional Initiative. GDEcD anticipates total projected sales of $200,000 arising from these ESBC activities
- Export-supported jobs linked to manufacturing accounted for an estimated 6 percent of Georgia's total private-sector employment. Over one-fifth (21.3 percent) of all manufacturing workers in Georgia depended on exports for their jobs (2011 data latest available).
- Top 10 contractors receiving the largest contract awards (fiscal year 2009):
  - Lockheed Martin Corporation - $1,412,561
  - General Dynamics Corporation - $335,820
  - Hochtief AG - $333,359
  - Datapath Inc - $256,860
  - Eagle Group International, LLC - $169,679
  - Walbridge Aldinger Company - $150,598
  - W P P Group PLC - $127,577
  - Georgia Tech Research Corporation - $124,427
  - Kipper Tool Company, INC - $97,714
  - Hensel Phelps/Kiewit, A Joint - $94,097

Georgia Data Points

- The state's largest market was Canada. Georgia posted merchandise exports of $6.7 billion to Canada in 2012, 18.7 percent of the state’s total merchandise exports. Canada was followed by China ($3.7 billion), Mexico ($2.3 billion), Singapore ($1.4 billion), and Japan ($1.3 billion).
- The state's largest merchandise export category is transportation equipment, which accounted for $8.6 billion of Georgia's total merchandise exports in 2012. Other top merchandise exports are machinery ($4.8 billion), chemicals ($3.5 billion), paper ($3.4 billion), and food & kindred products ($2.6 billion).
- In 2012, the metropolitan area of Atlanta-Sandy Springs-Marietta exported $18.2 billion in merchandise, 50.4 percent of Georgia's total merchandise exports. Other major metropolitan areas in Georgia that exported in 2012 included Savannah ($4.1 billion), Brunswick ($614 million), Dalton ($498 million) and Hinesville-Fort Steward ($389 million).

Georgia Data Points

- Top Medical Schools
  - Emory University (#21 U.S. News Best Medical Schools: Research, #40, U.S. News Best Medical Schools: Primary Care, Atlanta, Georgia)
  - Georgia Health Sciences University (#69 U.S. News Best Medical Schools: Research, #63, U.S. News Best Medical Schools: Primary Care, Augusta, Georgia)
  - Mercer University – (Macon, Georgia)
  - Morehouse School of Medicine* -- (Atlanta, Georgia)
- Top Engineering Schools
  - Georgia Institute of Technology* (#4, U.S. News Best Engineering Grad Schools, Atlanta, Georgia)
  - University of Georgia (#114, U.S. News Best Engineering Grad Schools)
- Top Chaplain Schools
  - Emory University – (Atlanta, Georgia)
  - Mercer University – (Macon, Georgia)
  - Covenant College – (Lookout Mountain, Georgia)
  - Shorter College – (Rome, Georgia)
  - Brewton-Parker College – (Ailey, Georgia)

*Indicates university with NROTC program

Georgia Data Points

- Two vessels have borne the name USS *Georgia* including:
  - USS *Georgia* (BB-15), 1906-1923 a 14,948-ton *Virginia* class battleship built at Bath, Maine, was commissioned in September 1906. She was a unit of the Atlantic Fleet and participated in routine operations. In December 1907, she left Hampton Roads, Virginia, with other Atlantic Fleet battleships to begin the World cruise of the "Great White Fleet." She visited ports in the West Indies, South America, Mexico, the U.S. west coast, the western Pacific, Asia and the Mediterranean before returning to Hampton Roads in February 1909. Recommissioned in April 1917, *Georgia* was employed on training duties during most of World War I, shifting to convoy escort missions in September 1918. In July 1919, she sailed through the Panama Canal to join the Pacific Fleet. She was placed out of commission at Mare Island, California, in June 1920. She remained inactive until November 1923, when she was sold for scrapping.
  - USS *Georgia* (SSGN-729), is the fourth *Ohio* class submarine and the third ship to bear the name of this grand state, one of the thirteen original states of the Union. The keel laying ceremony occurred on 7 April 1979 and was presided over by First Lady Rosalyn Carter, wife of President Jimmy Carter, both Georgia natives. The ceremony took place the same day that the USS *Ohio*, the lead ship of the class, was launched. Mrs. Carter's initials can still be seen on the ship's keel. The USS *Georgia* was commissioned on 11 February 1984 at Naval Underwater Sound Center. Commissioning Officer was Admiral James D. Watkins, Chief of Naval Operations. In January 1985, she started her first strategic deterrent patrol and was awarded a Meritorious Unit Commendation for operations from September 1983 to May 1986. She was awarded the Commander, Submarine Squadron 17 Battle Efficiency “E” in 2001.

Georgia Data Points

- Georgia is proud to be home to 21 Medal of Honor recipients that span from the Civil War to World War II:
  - Gunner's Mate George W. Leland received a Medal of Honor for his extraordinary heroism in action while serving on board the USS *Lehigh* on 16 November 1863. He had the hazardous task of freeing the *Lehigh*, which had been grounded and was under heavy enemy fire from Fort Moultrie. Rowing the small boat which was used in the hazardous task of transferring ropes from the *Lehigh* to the *Nahant*, Gunner's Mate Leland twice succeeded in making the trip, only to find that each had been in vain when the ropes were cut by enemy fire.
  - Lieutenant Jackson Charles Pharris received a Medal of Honor for risking his life above and beyond the call of duty while aboard the USS *California* during World War II. During the attack on Pearl Harbor, Lt. Pharris was in charge of the ordnance repair party on the third deck when the first Japanese torpedo struck almost directly under his station. He was stunned and severely injured by a concussion which hurled him to the overhead. He acted on his own initiative and set up a hand-supply ammunition train for the anti-aircraft guns and repeatedly risked his life to enter flooding compartments and drag to safety unconscious shipmates who had been submerged in oil. In doing so, he saved many of his shipmates from death and was largely responsible for keeping the *California* in action during the attack.

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